

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () DCCC/HORSFORD
 Product Horsford/DCCC
 Estimate# 1969
 Buyer Jesse Demastrie
 Phone#
 Fax#

Agency () GMMB
 3050 K ST NW
 WASHINGTON, DC 20007
 Agency C/P1/P2/E 143/149/1969
 Flight Dates 10/05/2012 - 10/11/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=4

LG	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	F,M-TU	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$450.00	10/05-10/11	3	1	3	\$1,350.00	
	2	SG-TH	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$250.00	10/07-10/11	1	1	1	\$250.00	
	3	F,M-TU	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$100.00	10/05-10/11	4	1	4	\$2,800.00	
	4	F,M-TU	7A-9A	TODAY SHOW	:30	\$900.00	10/05-10/11	5	1	5	\$4,500.00	
	5	SA	7A-9A	SATURDAY TODAY	:30	\$625.00	10/06-10/06	1	1	1	\$625.00	
	6	SU	8A-9A	MEET THE PRESS	:30	\$3,000.00	10/07-10/07	1	1	1	\$3,000.00	
	7	F,M-TU	3P-4P	DR. PHIL	:30	\$450.00	10/05-10/11	2	1	2	\$900.00	
	8	F,M-TU	5P-640P	EARLY NEWS	:30	\$1,200.00	10/05-10/11	3	1	3	\$3,600.00	
	9	F,M-TU	630P-7P	JEOPARDY	:30	\$1,500.00	10/05-10/11	2	1	2	\$2,500.00	
	10	F,M-TH	7P-730P	WHEEL OF FORTUNE	:30	\$2,300.00	10/05-10/11	2	1	2	\$4,600.00	
	11	F,M-TU	740P-8P	FACE TO FACE W/ CON RALSTON	:30	\$900.00	10/05-10/11	2	1	2	\$1,800.00	
	12	SA	8P-10P	THE VOICE	:30	\$4,000.00	10/06-10/06	1	1	1	\$4,000.00	
	13	TU	10P-11P	PARENTHOOD	:30	\$3,200.00	10/09-10/09	1	1	1	\$3,200.00	
	14	SU	530P-630P	NFL	:30	\$10,000.00	10/07-10/07	1	1	1	\$10,000.00	

Station KSNV-TV LAS VEGAS, NV. **Agency** () GMMB
Advertiser () DCCC/HORSFORD **Sales Office** () PHILADELPHIA
Product Horsford/DCCC **Salesperson** () AMY MCCREARY
Estimate# 1969 **Agency C/P1/P2/E** 143/149/1969
Buyer Jesse Demastrie **Flight Dates** 10/05/2012 - 10/11/2012
Phone# **Hiatus Weeks**

Fax# **Rep Firm**
IT **Sales Office** ()
Ln **Day** **Time** **Program** **Len** **Rate** **Dates** **Spots/Week** **# of Weeks** **Total Spots** **Total Cost** **DayPart**

15	F,M-TU	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,200.00	10/05-10/11	2	1	2	\$2,400.00	
16	F,M-TU	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$500.00	10/05-10/11	2	1	2	\$1,000.00	

---REPORT TOTALS---
Report Totals: 33 / \$44,625.00

---SALES MONTHLY TOTALS---
ACB 12: 33 / \$44,625.00
Sales Totals: 33 / \$44,625.00
Station Totals: 33 / \$44,625.00
Lines not reported: 0 / \$0.00
---COMPETITIVE---
Market Totals 5153.873
CATV 0% **KBLR** 0% **KLAS** 30% **KSNV** 23%
KTNV 20% **KVCW** 2% **KVMY** 3% **KVVU** 15%
XXXX 0%

---COMPETITIVE COMMENTS---
EST SHARE:

Books NOV12
Demos RA35+
---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFF 8:12

---CREDIT RISK---
CASH IN ADVANCE

Station	KSNV-TV LAS VEGAS, NV	Agency	() GMMB	Rep Firm	() PHILADELPHIA
Advertiser	() DCCC/HORSFORD	3050 K ST NW		Sales Office	() AMY MCCREARY
Product	Horsford/DCCC	WASHINGTON, DC 20007		Salesperson	
Estimate#	1969	Agency C/P1/P2/E	143/149/1969	Salesperson Phone#	215-568-6540
Buyer	Jesse Demastrie	Flight Dates	10/05/2012 - 10/11/2012	Salesperson FAX#	215-568-1845
Phone#		Hiatus Weeks			
Fax#					